AMENDMENTS TO THE CLAIMS

Please amend claims 1, 17 and 20, cancel claims 3, 9-12, 14-16, 21-25, and add new claim

26 as follows. All claims are presented herein with appropriate status indicators.

1. (Currently Amended) A computer-implemented method of updating an electronic

schedule, the method comprising:

statistically analyzing, by utilizing a computer, a collection of data representing historical

interactions between a plurality of dealers of a single sales entity [[with]] and a plurality of

previous customers ~~including~~ that include at least one purchaser and at least one non-purchaser, the

collection of data comprising a client personal information, a listing of all client tickets created

during client ticket sessions initiated and carried out by the plurality of previous customers, a

listing of repair orders processed by the plurality of dealers, comments entered by at least one of

salespeople and sales managers, financing information and insurance information;

developing, by utilizing the computer, at least one recommended action item to be taken

with respect to a current customer based on results of the statistical analysis, the at least one

recommended action item comprising at least one of, sending flowers, sending an email,

contacting by telephone, sending a gift, sending a newsletter, or sending a gift certificate; [[and]]

automatically updating, by utilizing the computer, the electronic schedule with at least one

task representing the at least one recommended action item; and

automatically one of rescheduling or re-assigning the at least one task if it is not performed

as scheduled;

2

wherein at least one of said at least one non-purchaser is other than said current customer and past purchasers, and

wherein the collection of data has been stripped of client confidential information.

2. (Previously Presented) The computer-implemented method of claim 1, further comprising:

developing more than one recommended action item; and

automatically updating the electronic schedule with more than one task,

wherein the electronic schedule is updated with a task that corresponds to each of the recommended action items.

3. (Canceled)

4. (Previously Presented) The computer-implemented method of claim 1, wherein developing at least one recommended action item to be taken with respect to a current customer based on results of the statistical analysis further comprises:

developing at least one recommended action item to be taken with respect to a current customer based on at least one rule that is applied to the collection of data representing historical interactions with the plurality of previous customers.

5. (Currently Amended) The computer-implemented method of claim 1, wherein developing at least one recommended action item to be taken with respect to a current customer based on results of the statistical analysis further comprises:

developing at least one recommended action item to be taken with respect to a specific

current customer based on a determination that the collection of data representing historical

interactions with the plurality of previous [[potential]] customers shows that the specific current

customer has not been contacted for a predetermined amount of time.

6. (Previously Presented) The computer-implemented method of claim 1, wherein

statistically analyzing a collection of data representing historical interactions with a plurality of

previous customers further comprises:

determining at least one pattern demonstrated by a group of the plurality of previous

customers.

7. (Previously Presented) The computer-implemented method of claim 6, wherein

determining at least one pattern demonstrated by a group of the plurality of previous customers

further comprises:

determining at least one trend based on environmental data characteristics.

8. (Previously Presented) The computer-implemented method of claim 7, wherein

determining at least one trend based on environmental data characteristics further comprises:

determining at least one trend based on an environmental data characteristic selected from

the group consisting of product type, product cost, customer target cost, customer gender, customer

age, salesperson's gender, the weather, and salesperson's age.

9.-12. (Canceled)

13. (Original) The computer-implemented method of claim 1, wherein determining the recommended action item includes selecting a timing and frequency for the at least one task.

14.-16. (Canceled)

17. (Currently Amended) A computer-implemented method of assigning and performing tasks based on statistical analysis, the method comprising:

statistically analyzing, by utilizing a computer, a collection of data representing historical interactions between a plurality of dealers of a single sales entity [[with]] and a plurality of previous customers including that include at least one purchaser and at least one non-purchaser, the collection of data comprising a client personal information, a listing of all client tickets created during client ticket sessions initiated and carried out by the plurality of previous customers, a listing of repair orders processed by the plurality of dealers, comments entered by at least one of salespeople and sales managers, financing information and insurance information;

developing electronically, by utilizing the computer, at least one recommended action item to be taken with respect to a current customer based on results of the statistical analysis, the at least one recommended action item comprising at least one of, sending flowers, sending an email, contacting by telephone, sending a gift, sending a newsletter, or sending a gift certificate; and

performing, by utilizing the computer, a task that corresponds to the at least one recommended action item;

wherein at least one of said at least one non-purchaser is other than said current customer and past purchasers.

18. (Original) The computer-implemented method of claim 17, wherein performing a task that corresponds to the at least one recommended action item further comprises:

performing the task in response to a user directive.

19. (Original) The computer-implemented method of claim 17, wherein performing a task that corresponds to the at least one recommended action item further comprises:

automatically performing the task.

20. (Currently Amended) A system for assigning and performing tasks based on statistical analysis, comprising:

apparatus that electronically and statistically analyzes a collection of data representing historical interactions [[with]] between a plurality of dealers of a single sales entity and a plurality of previous customers including that include at least one purchaser and at least one non-purchaser, the collection of data comprising a client personal information, a listing of all client tickets created during client ticket sessions initiated and carried out by the plurality of previous customers, a listing of repair orders processed by the plurality of dealers, comments entered by at least one of salespeople and sales managers, financing information and insurance information;

apparatus that electronically develops at least one recommended action item to be taken with respect to a current potential buyer based on results of the statistical analysis, the at least one recommended action item comprising at least one of, sending flowers, sending an email, contacting by telephone, sending a gift, sending a newsletter, or sending a gift certificate; and

apparatus that electronically performs a task that corresponds to the at least one

recommended action item;

wherein at least one of said at least one non-purchaser is other than said current potential

buyer and past purchasers.

21.-25. (Canceled)

26. (New) The computer-implemented method of claim 8, further comprising:

developing more than one recommended action item taken with respect to the current

customer based on a determination that the collection of data shows that the current customer has

not been contacted for a predetermined amount of time;

automatically updating the electronic schedule with more than one task that corresponds to

the more than one recommended action item; and

selecting a timing and frequency for the more than one task.